

1. General Information

Name	Dr.K.Rajamannar	
Designation	Assistant Professor	
Educational Qualification	M.Com, B.Ed, MBA,. M.Phil, M.Lisc, Ph,D	
Department	Commerce	
Area of Specialization	Finance, Marketing and Securities Market	
Contact Number	94420 25363	
Contact E – Mail	Mannar1977@ gmail.com	

2. Teaching Experience

S.No	Designation	From	To	Department	Teaching UG (Or) PG	Name of the College / Organization
01	Assistant Professor	01.12.2016	Till Date	Commerce	UG & PG	M.S.University
02	Assistant Professor and Head	01.07.2013	01.11.2016	Management Studies	PG	P.S.R. Engineering College, Sivakasi.
03	Senior Lecture	01.07.2009	31.06.2012	Management Studies	PG	
04	Lecturer	23.01.2004	31.06.2009	Management Studies	UG & PG	

3. Research Experience

S.No	Degree	No of Candidates.
01	Ph.D, Awarded	10
02	Ph.D, Awarded (Ongoing)	04
03	M.Phil Projects	10
04	M.Com Projects	30

Ph.D. Awarded

S.No	Name	Year	Current Designation.
01	Dr.V.Gokulanatchiyar	2020	Assistant Professor / Commerce, P.S.G.R.Krishnammal College, Coimbatore.
02	Dr.S.Maharani @ Kavitha	2020	Business
03	Dr.S.Rajkumar	2020	Assistant Professor / Commerce, S.R.M.University, Chennai.
04	Dr.P.Yamuna	2021	Assistant Professor / Commerce,

			Mano College, Tisyanvillai.
05	Dr.C.Indira Refline Missier	2022	Assistant Professor / Commerce, Kamaraj College, Tuticorin.
06	Dr.M.Nithya	2022	Assistant Professor / Commerce, M.S.University, Tirunelveli.
07	Dr.A.Kumudha	2022	Assistant Professor / Commerce, S.N.College, Madurai.
08	Dr.R.Subitha Rani	2022	Assistant Professor / Commerce, Annai Adersa College, Chennai.
09	Dr.G.S.Ponsivaraj Aravind	2024	Assistant Professor / Commerce, A.P.A.College, Nanguneri.
10	Dr.D.Ashwini Dharman	2025	Business

4. PUBLICATIONS.

Sl. No.	Paper Title, Journal name, Vol., issue, pp., Yr of Publication
01	<i>"Automobile Industry – Key Driver for Economic Growth"</i> International Journal of Science Technology Impact Factor: 6.3.Volume No.6. Issue No.02. February 2017
02	<i>"Impact of Integrated Marketing Communication on Consumers Buying Behaviour"</i> International Journal of Science Technology Impact Factor: 6.3.Volume No.6. Issue No.02. February 2017
03	<i>"Impact of Marketing in India over different sectors of India"</i> Research Journal of SRNMC . Volume No.1. March 2017.
04	<i>"Analysis of Pricing Strategies Towards Appare Segments among Retailers, Sri Ganapathy Silks in Sankarankovil"</i> International Journal of Research and Technology . Volume No.5. Issue. No.17. April 2017.
05	<i>"Tribble Bottom Line Accounting"</i> Xaverian Journal of Marketing . Volume No.12. Issue. No.12. July 2017.
06	<i>"India Policy towards East Asia and China"</i> International Journal of Finance Research Review . Volume No.5. Issue No.7. July 2017.
07	<i>"An Overview of the Consumer Protection Act 1986 in India"</i> International Journal of Business Intelligence & Innovations . Volume No.1. September 2017.
08	<i>"Leadership Style "</i> Journal of Management and Science . Volume No.2. October 2017.
09	<i>"Customer Satisfaction with E-Banking Services with Special Reference to Indian Bank, Abeshakapatti Branch "</i> Shanlax International Journal of Commerce . Volume No.6. January 2018.
10	<i>"Impact of Marketing Development"</i> Research Journal of SRNMC . Volume No.1.

	February 2018.
11	<i>"Impact of Marketing Development"</i> Research Journal of SRNMC . Volume No.1. February 2018.
12	<i>"Problems and Prospectus of Labours in Salt Manufacturing Industries in Thoothukudi District"</i> Research Journal of SRNMC . Volume No.1. February 2018.
13	<i>"Electronic Commerce : A Study on Opportunities in an Emerging Economy"</i> Research Journal of SRNMC . Volume No.1. February 2018.
14	<i>"Customer Satisfaction with E-Banking Services"</i> Research Journal of SRNMC . Volume No.1. February 2018.
15	<i>" E-Commerce : Government and Private Customer Satisfaction with E-Banking Services with Special Reference to Indian Bank, Abeshakapatti Branch "</i> Shanlax International Journal of Management . Volume No.5. February 2018.
16	<i>"Macro Economic Impact of Demonetization"</i> Shanlax International Journal of Economics . Volume No.6. March 2018.
17	<i>"Historical Background of GST"</i> Shanlax International Journal of Management . Volume No.5. March 2018.
18	<i>"Technology Innovations: Its Impact on Banking Sector"</i> NISMA Journal of Management . Volume No.10. March 2018.
19	<i>"GST on Sugar Industry and its By-Products"</i> Sadakath A Research Bulletin . Volume No.5. March 2018.
20	<i>"Good and Service Tax in India : An Overview"</i> Sadakath A Research Bulletin . Volume No.5. March 2018.
21	<i>"Study on Brand Loyalty and Switching among Mobile Phone users in Tirunelveli District"</i> BODHI International Journal of Research in Humanities, Arts and Science . Volume No.2. April 2018.
22	<i>"Role of Government in Entrepreneurship Development"</i> Xaverian Journal of Marketing . Volume No.14. Issue. No.14. July 2018.
23	<i>"Cloud Computing in Banking: Overview and Benefits"</i> International Journal of Emerging Technologies and Innovative Research . Volume No.5. March 2018.
24	<i>"A Study on Factors influencing customers Satisfication towards E-Banking services in SBI Main Branch Tirunelveli"</i> International Journal of Primax Foundations . Volume No.7. October 2018.
25	<i>"Cyber Challenges in E-Commerce"</i> International Journal of Management and

	Social Sciences. Volume No.8. March-2019.
26	<i>"Technology Impact on Human Resource"</i> International Journal of Research and Analytical Reviews. Volume No.5. November 2018.
27	<i>"A Study on Problems and Prospectus of Labour in Salt Manufacturing Industries in Thoothukudi District"</i> Sadakath A Research Bulletin. Volume No.6. March 2019.
28	<i>"A Study on Problems of the Salt Industry Laborers in Thoothukudi"</i> International Journal of Research Directions Volume No.5. March 2019.
29	<i>"A Study on Perception of Customers Challenges towards Digitization of Banking System in India (Special Reference to Nanguneri Taluk)"</i> Asian Journal of Multidimensional Research Volume No.8. April 2019.
30	<i>"Government Innovative Schemes to Develop of Women Entrepreneurs"</i> Asian Journal of Multidimensional Research Volume No.8. April 2019.
31	<i>"Goods and Services Tax in Other Countries"</i> International Journal of Cape Comorin. Volume No.1. July 2019.
32	<i>"Impact of Green Marketing on Buying Awareness and Satisfaction of Customers with Special Reference to Tirunelveli"</i> International Journal of Our Heritage. Volume No.68. January 2020.
33	<i>"A Study on Impact OF Make in India in Indian Foreign Dierect Investment"</i> Shanlax International Journal of Economics. Volume No.6. March 2020.
34	<i>"Role of Banks on Women Empowerment Through Self Help Groups"</i> Studies in Indian Place Name. Volume No.6. March 2020.
35	<i>" A Study on Impact of Confectionery Products Advertisement on Children's Buying Behaviour"</i> MuktShabd International Journal of MuktShabd. April 2020.
36	<i>"Awareness and Satisfaction of Bancassurance among Customers with Special Reference to Tirunelveli District"</i> International Journal of Analytical and Experimental Model Analysis. Volume No.6. June 2020.
37	<i>"A Study on Factors Influences the Customer on Purchasing insurance Product from Banks"</i> International Journal of Analytical and Experimental Model Analysis. Volume No.6. August 2020.
38	<i>"Role of Micro Finance for Rural Development with special reference to SHGs in Tirunelveli District"</i> PalArch's Journal of Archaeology of Egypt/Egyptology". September 2020.
39	<i>"Role of Microfinance for Rural Development with Special Reference to SHGs in Tirunelveli District"</i> Research Journal of Dogo Rangsang. Volume No.10.

	December 2020.
40	<i>"Gender Discrimination In Workplace Of The School Teacher"</i> Turkish Journal Of Physiotherapy And Rehabilitation, Volume 12 , January 2021
41	<i>A Comparative Study On Customer Satisfaction Towards Service Quality Of Indian Bank And Indian Overseas Bank In Madurai District</i> , Kala Sarovar International Journal , July 2021
42	<i>A Study On Customer Service Quality In Public Sector Banks With Special Reference To Madurai District</i> , Shodhsamhita : Journal Of Fundamental & Comparative Research , August 2021.
43	<i>Government And Institutional Support Rendered To Women Entrepreneurs In Chennai</i> , GIS Science Journal , August 2021.
44	<i>A Study on Patient's Satisfaction towards Service Quality of Government Hospitals with Special Reference to Tirunelveli District</i> , Tianjin Daxue Xuebao Journal of Tianjin University Science and Technology (Scopus Journal), October 2021
45.	<i>A Study on Customer Awareness and Satisfaction in Public Sector Banking Services in Madurai City</i> , Utkal Historical Research Journal , December -2021.
46.	<i>Moocs: An Open Distance Learning</i> , Natural Volatiles & Essential Oils (Scopus journal) , December 2021.
47.	<i>Customer's Satisfaction towards Deposit Schemes of State Bank of India in Thoothukudi District</i> , International Journal of Mechanical Engineering , January 2022
48.	<i>A Study on Problems of the Salt Industry Labourers in Thoothukudi</i> , Shodhsamhitra , February 2022.
49	<i>A Study on Problems and Prospectus Women Fish Vendors in Kanyakumari District</i> , AUT AUT Research Journal , June 2022.
50	<i>A study on Challengers and Opportunities of Women Fish vendors in Kanyakumari District</i> , IJFANS International journal of Food and Nutritional Science December 2022.
51	<i>A study on Problems and Prospectus women fish vendors in Kanyakumari</i> , International Journal of Early Childhood , December 2022.
52	<i>A Study on the impact of Socio Economic Factors Influence in Online Shopping</i> , Research Journal of SRNMC , March 2023.
53	<i>A study on Patients Satisfaction towards Service Quality of Government Hospitals</i>

	<i>with Special Reference to Thoothukudi District Head Quarters Hospital , Kovilpatti, South Indian Journal of Social Sciences, Vol.XX1, June 2023.</i>
54	<i>Impact of Social Media Marketing on Consumer satisfaction towards small Business Entrepreneurship – Special Reference to Coimbatore City, Rabindra Bharathi University Journal of Economics, October 2024.</i>
55	<i>A Study on Consumer Preference Towards the Chabot used in the Food Delivery Platforms – Special Reference to Coimbatore City. International Journal of Cultural Studies and Social Sciences, December 2024</i>

5. ORGANIZING SEMINARS/ CONFERENCES/ WORKSHOPS.

S.No	Name of the Seminar / Conferences / Workshops
01	Co-ordinator – Inaugural Functions of MARCOMM CLUB, (Marketing and Communication Club), held on 15.11.2016.
02	Co-ordinator – One Day Work shop on “ Annual Report Preparation” held on 16.11.2016.
03	Co-ordinator – Inaugural Functions of CONSUMER CLUB, held on 16.11.2016.
04	Co-ordinator – “Three Days Workshop on CBSE NET/SLET Examinations – 2017” held on 01-12.2016 to 03.12.2016.
05	Co-ordinator – “National Seminar on Goods and Services Tax : Issues and Challenges” held on 10.03.2017 and 11.03.2017.
06	Co-ordinator – “International Conference on INDIA 2030” held on 01.09.2017 and 02.09.2017.
07	Co-ordinator – “International Seminar on E-Society for Nation Building and Empowerment (E-SNBE-2017)” held on 06.09.2017.
08	Co-ordinator – “MSUCOMM Championship 2018” (State Level Inter Collegiate Competition), held on 31.01.2018.
09	Co-ordinator – “Alumni Sponsored Two Days International Seminar on Green Entrepreneurship” , held on 13.12.2018 and 14.12.2018.
10	Co-course Director – “ICSSR Sponsored Two – Week Capacity Building Programme for Social Science Faculties “ held on 01.02.2019 to 12.02.2019.
11	Co-ordinator – “MSUCOMM Championship 2019” (State Level Inter Collegiate Competition), held on 09.03.2019.
12	Co-course Directors – “ICSSR IMPRESS Sponsored Three Days International Conference on “ Employment Skills and Rural Transformation “ held on 11.04.2019 to 13.04.2019.
13	Co-convenor – “Two Days International Workshop on Writing Quality Research Papers – Publishing in SCOPUS and CARE Approved Journals“ held on 13.07.2019 to

	14.07.2019.
14	Co-ordinator – International Conference on “ Digital Initiatives for Higher Education : Quality and Pertinence” held on 29.07.2019.
15	Organizing Secretary - “One Day Workshop on Writing Skills for Quality Research and Publication” held on 11.02.2020.
16	Co-ordinator – “MSUCOMM Championship 2020” (State Level Inter Collegiate Competition), held on 29.02.2020.
17	Co-ordinator – Consumer Club – Road Awareness Safety Programme, from 05.02.2020 to 07.02.2020.
18	Co-ordinator – World Consumer Day Celebrations, March 15 – Consumer Awareness Programme, held on 16.03.2020.
19	Co-ordinator – “Mega International Conference : Wellness : An Educational Edification”, held on 04.05.2024 and 05.05.2024.

6. PUBLICATIONS OTHER THAN RESEARCH PAPERS.

S.No	Title of the Book
01	Workshop Manual CBSE NET/SLET Examination 2017 , Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli, 2017. ISBN: 978-93 - 51747437
02	Goods and Service Tax Challenges and Issues , Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli, 2017. ISBN: 978- 93 - 51948227
03	E-Society for Nation Building and Empowerment , Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli, 2017. ISBN: 978 – 93 - 84734558
04	Investment Management , Publication Division, Manonmaniam Sundaranar University, Tirunelveli, 2018.
05	Supply Chain and Logistics Management , Publication Division, Manonmaniam Sundaranar University, Tirunelveli, 2018. ISBN: 978 - 93 - 81402535
06	Emerging Trends in Green Entrepreneurship , Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli, 2018. ISBN: 978 - 93 - 81402610
07	Principles of Management , Arunachalam Publication, K.R.Nagar, Kovilpatti, 2019. ISBN: 978-93-5737-764-5
08	Marketing Management , Arunachalam Publication, K.R.Nagar, Kovilpatti, 2017. ISBN: 978-93-5759-895-8
09	India @ 75 Achievements of Indian Economy , Arunachalam Publication,

	K.R.Nagar, Kovilpatti, 2017. ISBN: 978-93-5737-395-1
10	Banking Theory Law and Practice , Charulatha Publications, Chennai.

7. ADMINISTRATIVE EXPERIENCE PUBLICATIONS OTHER THAN RESEARCH PAPERS.

S.No	Post Held
01	Additional Controller of Examinations , University Departments, from 21.12.2016 to Till Date.
02	Additional Controller of Examinations , Directorate of Distance and Continuing Education, from 01.07.2023 to Till Date.
03	Assistant Director (Admission) , Directorate of Distance and Continuing Education, from 28.09.2023 to Till Date.
04	Co-ordinator – M.Phil / Ph.D Qualifying Entrance Examinations for June 2017 Sessions to Till Date.
05	Co-ordinator – Supplementary M.Phil / Ph.D Qualifying Entrance Examinations for July 2017 Session
06	Co-ordinator – Ph.D., Course Work Examination for January 2018 Session to Till Date
07	Member - Criteria I Booklet Preparation to NAAC – 2021 -22 To Till Date.
08	Member – Preparation of Academic Calendar and Attendance and Assessment Record Note Books from 2017 – 2018 to 2020 -2021.
09	Member – University Level Advisory Committee for National Service Scheme from 2017-2018 to 2018 -2019.
10	Co-ordinator – Criteria IV to finalize the Booklet Preparation to NAAC Visit for the Academic Year 2018 -2019.
11	Member – Accommodation Committee – NAAC PEER TEAM Visit to our University 18.07.2018 to 21.07.2018.
12	Liaison Officer – Department of AQAR & NIRF Document Preparation – Department of Commerce from 2018 -2019 to 2021 – 2022 .
13	Joint Secretary – Swami Vivekananda Studies from 2020 – 2021 to 2022 - 2023.
14	University Representative – College Committee – K.R.College of Arts & Science, Kovilpatti from 05.02.2019 to 04.02.2021.

15	University Representative – College Committee – Unnamalai College of Arts & Science, Kovilpatti from 05.02.2021 to 04.02.2023.
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